

IMPORTANT THEORIES IN PSYCHOLOGY

IMPORTANT THEORIES IN PSYCHOLOGY HAVE SHAPED OUR UNDERSTANDING OF HUMAN BEHAVIOR, MENTAL PROCESSES, AND THE INTRICATE WORKINGS OF THE MIND. FROM FOUNDATIONAL CONCEPTS THAT LAID THE GROUNDWORK FOR MODERN PSYCHOLOGY TO CONTEMPORARY THEORIES THAT CONTINUE TO EVOLVE, THESE IDEAS HAVE PROFOUND IMPLICATIONS FOR VARIOUS FIELDS, INCLUDING EDUCATION, THERAPY, AND PERSONAL DEVELOPMENT. IN THIS ARTICLE, WE WILL EXPLORE SOME OF THE MOST SIGNIFICANT THEORIES IN PSYCHOLOGY, INCLUDING BEHAVIORISM, COGNITIVE PSYCHOLOGY, PSYCHOANALYSIS, HUMANISTIC PSYCHOLOGY, AND MORE. EACH THEORY OFFERS UNIQUE PERSPECTIVES AND INSIGHTS INTO HUMAN NATURE, HELPING US TO BETTER UNDERSTAND OURSELVES AND OTHERS. STAY TUNED AS WE DELVE INTO THESE CAPTIVATING THEORIES AND THEIR IMPACT ON THE FIELD OF PSYCHOLOGY.

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BEHAVIORISM

BEHAVIORISM IS ONE OF THE MOST INFLUENTIAL THEORIES IN PSYCHOLOGY, PRIMARILY FOCUSED ON OBSERVABLE BEHAVIORS RATHER THAN INTERNAL MENTAL PROCESSES. FOUNDED BY FIGURES LIKE JOHN B. WATSON AND B.F. SKINNER, BEHAVIORISM EMPHASIZES THE ROLE OF ENVIRONMENTAL STIMULI IN SHAPING BEHAVIOR. THIS THEORY POSITS THAT ALL BEHAVIORS ARE LEARNED THROUGH INTERACTION WITH THE ENVIRONMENT, AND THUS, PSYCHOLOGY SHOULD BE THE STUDY OF OBSERVABLE BEHAVIOR ALONE.

KEY CONCEPTS OF BEHAVIORISM

SEVERAL KEY CONCEPTS DEFINE BEHAVIORISM, MAKING IT A UNIQUE APPROACH TO STUDYING PSYCHOLOGY:

- **CLASSICAL CONDITIONING:** INTRODUCED BY IVAN PAVLOV, CLASSICAL CONDITIONING INVOLVES LEARNING THROUGH ASSOCIATION. IN HIS FAMOUS EXPERIMENTS, PAVLOV CONDITIONED DOGS TO SALIVATE AT THE SOUND OF A BELL, DEMONSTRATING HOW A NEUTRAL STIMULUS CAN ELICIT A CONDITIONED RESPONSE.
- **OPERANT CONDITIONING:** B.F. SKINNER EXPANDED ON CLASSICAL CONDITIONING WITH HIS CONCEPT OF OPERANT CONDITIONING, WHICH FOCUSES ON HOW CONSEQUENCES SHAPE BEHAVIOR. POSITIVE REINFORCEMENT, NEGATIVE REINFORCEMENT, PUNISHMENT, AND EXTINCTION ARE CRITICAL COMPONENTS OF THIS LEARNING PROCESS.
- **STIMULUS-RESPONSE RELATIONSHIPS:** BEHAVIORISTS BELIEVE THAT BEHAVIOR IS A DIRECT RESPONSE TO ENVIRONMENTAL STIMULI. THIS PERSPECTIVE DOWNPLAYS THE ROLE OF INTERNAL THOUGHTS AND FEELINGS, EMPHASIZING THAT BEHAVIOR CAN BE PREDICTED AND MODIFIED THROUGH CONTROLLING STIMULI.

APPLICATIONS OF BEHAVIORISM

BEHAVIORISM HAS NUMEROUS APPLICATIONS ACROSS DIFFERENT FIELDS:

- **EDUCATION:** BEHAVIORIST PRINCIPLES ARE APPLIED IN CLASSROOM SETTINGS THROUGH REINFORCEMENT STRATEGIES, SUCH AS REWARDS FOR GOOD BEHAVIOR AND PUNISHMENTS FOR DISRUPTIVE ACTIONS.
- **THERAPY:** TECHNIQUES LIKE BEHAVIOR MODIFICATION AND SYSTEMATIC DESENSITIZATION ARE GROUNDED IN BEHAVIORIST PRINCIPLES, HELPING INDIVIDUALS OVERCOME PHOBIAS AND BEHAVIORAL ISSUES.
- **ANIMAL TRAINING:** THE PRINCIPLES OF OPERANT CONDITIONING ARE WIDELY USED IN ANIMAL TRAINING, WHERE TRAINERS USE REWARDS TO ENCOURAGE DESIRED BEHAVIORS.

COGNITIVE PSYCHOLOGY

COGNITIVE PSYCHOLOGY EMERGED AS A RESPONSE TO BEHAVIORISM, EMPHASIZING THE IMPORTANCE OF INTERNAL MENTAL PROCESSES. THIS THEORY FOCUSES ON UNDERSTANDING HOW PEOPLE THINK, LEARN, REMEMBER, AND PERCEIVE THE WORLD AROUND THEM. PIONEERS LIKE JEAN PIAGET AND ULRIC NEISSER CONTRIBUTED SIGNIFICANTLY TO THE DEVELOPMENT OF COGNITIVE PSYCHOLOGY, WHICH SEEKS TO EXPLORE THE COMPLEXITIES OF THE HUMAN MIND.

CORE PRINCIPLES OF COGNITIVE PSYCHOLOGY

COGNITIVE PSYCHOLOGY IS BUILT ON SEVERAL CORE PRINCIPLES THAT DISTINGUISH IT FROM OTHER PSYCHOLOGICAL THEORIES:

- **INFORMATION PROCESSING:** COGNITIVE PSYCHOLOGISTS LIKEN THE MIND TO A COMPUTER, PROCESSING INFORMATION THROUGH A SERIES OF STAGES, INCLUDING ENCODING, STORAGE, AND RETRIEVAL.
- **SCHEMA THEORY:** SCHEMAS ARE MENTAL FRAMEWORKS THAT HELP ORGANIZE AND INTERPRET INFORMATION. COGNITIVE PSYCHOLOGISTS STUDY HOW THESE SCHEMAS INFLUENCE PERCEPTION, MEMORY, AND DECISION-MAKING.
- **PROBLEM-SOLVING AND DECISION-MAKING:** COGNITIVE PSYCHOLOGY EXAMINES HOW INDIVIDUALS APPROACH PROBLEMS, WEIGHING OPTIONS, AND MAKING DECISIONS BASED ON THEIR THOUGHT PROCESSES.

IMPACT OF COGNITIVE PSYCHOLOGY

THE INFLUENCE OF COGNITIVE PSYCHOLOGY CAN BE SEEN IN VARIOUS DOMAINS:

- **EDUCATION:** UNDERSTANDING COGNITIVE PROCESSES HAS TRANSFORMED TEACHING METHODS, EMPHASIZING ACTIVE LEARNING AND CRITICAL THINKING SKILLS.
- **THERAPY:** COGNITIVE-BEHAVIORAL THERAPY (CBT) INTEGRATES COGNITIVE PRINCIPLES TO ADDRESS NEGATIVE THOUGHT PATTERNS AND BEHAVIORS, PROVING EFFECTIVE IN TREATING ANXIETY AND DEPRESSION.
- **ARTIFICIAL INTELLIGENCE:** INSIGHTS FROM COGNITIVE PSYCHOLOGY INFORM THE DEVELOPMENT OF AI SYSTEMS, ENABLING MACHINES TO MIMIC HUMAN THOUGHT PROCESSES.

PSYCHOANALYSIS

PSYCHOANALYSIS, FOUNDED BY SIGMUND FREUD, DELVES INTO THE UNCONSCIOUS MIND AND EXPLORES HOW UNCONSCIOUS MOTIVES AND CONFLICTS SHAPE BEHAVIOR. THIS THEORY REVOLUTIONIZED THE FIELD OF PSYCHOLOGY BY INTRODUCING CONCEPTS SUCH AS THE ID, EGO, AND SUPEREGO, AS WELL AS DEFENSE MECHANISMS, DREAMS, AND CHILDHOOD EXPERIENCES.

KEY COMPONENTS OF PSYCHOANALYSIS

THE FOUNDATIONAL ELEMENTS OF PSYCHOANALYSIS INCLUDE:

- **THE UNCONSCIOUS MIND:** FREUD BELIEVED THAT MUCH OF OUR BEHAVIOR IS INFLUENCED BY UNCONSCIOUS DESIRES AND MEMORIES, WHICH CAN LEAD TO PSYCHOLOGICAL ISSUES IF UNRESOLVED.
- **DEFENSE MECHANISMS:** THESE ARE UNCONSCIOUS STRATEGIES USED BY THE EGO TO PROTECT ITSELF FROM ANXIETY AND CONFLICT, INCLUDING REPRESSION, DENIAL, AND PROJECTION.
- **PSYCHOSEXUAL DEVELOPMENT:** FREUD PROPOSED THAT PERSONALITY DEVELOPS THROUGH A SERIES OF STAGES DURING CHILDHOOD, WITH EACH STAGE ASSOCIATED WITH SPECIFIC CONFLICTS THAT MUST BE RESOLVED.

CONTRIBUTIONS OF PSYCHOANALYSIS

PSYCHOANALYSIS HAS MADE SIGNIFICANT CONTRIBUTIONS TO PSYCHOLOGY, INCLUDING:

- **THERAPEUTIC TECHNIQUES:** TECHNIQUES SUCH AS FREE ASSOCIATION AND DREAM ANALYSIS ARE USED IN PSYCHOANALYTIC THERAPY TO UNCOVER UNCONSCIOUS THOUGHTS AND CONFLICTS.
- **INFLUENCE ON LITERATURE AND ART:** PSYCHOANALYTIC CONCEPTS HAVE PERMEATED LITERATURE AND ART, INFLUENCING HOW CHARACTERS AND THEMES ARE DEVELOPED AND INTERPRETED.
- **UNDERSTANDING OF MENTAL DISORDERS:** PSYCHOANALYSIS HAS PAVED THE WAY FOR UNDERSTANDING COMPLEX MENTAL DISORDERS, HIGHLIGHTING THE IMPORTANCE OF EARLY EXPERIENCES AND UNCONSCIOUS PROCESSES.

HUMANISTIC PSYCHOLOGY

HUMANISTIC PSYCHOLOGY EMERGED IN THE MID-20TH CENTURY AS A RESPONSE TO BOTH BEHAVIORISM AND PSYCHOANALYSIS, FOCUSING ON THE INDIVIDUAL'S CAPACITY FOR SELF-ACTUALIZATION AND PERSONAL GROWTH. PROMINENT FIGURES LIKE CARL ROGERS AND ABRAHAM MASLOW EMPHASIZED THE IMPORTANCE OF SUBJECTIVE EXPERIENCE AND THE INHERENT GOODNESS OF PEOPLE.

CORE CONCEPTS OF HUMANISTIC PSYCHOLOGY

HUMANISTIC PSYCHOLOGY IS CHARACTERIZED BY SEVERAL CORE CONCEPTS:

- **SELF-ACTUALIZATION:** MASLOW'S HIERARCHY OF NEEDS ILLUSTRATES THAT INDIVIDUALS STRIVE TO FULFILL THEIR POTENTIAL, CULMINATING IN SELF-ACTUALIZATION ONCE BASIC NEEDS ARE MET.
- **UNCONDITIONAL POSITIVE REGARD:** ROGERS EMPHASIZED THE IMPORTANCE OF ACCEPTING AND VALUING INDIVIDUALS WITHOUT JUDGMENT, FOSTERING A SUPPORTIVE ENVIRONMENT FOR GROWTH.

- **PERSONAL AGENCY:** HUMANISTIC PSYCHOLOGY STRESSES THE IMPORTANCE OF PERSONAL RESPONSIBILITY AND THE BELIEF THAT INDIVIDUALS HAVE THE POWER TO CHANGE THEIR LIVES.

APPLICATIONS OF HUMANISTIC PSYCHOLOGY

HUMANISTIC PSYCHOLOGY HAS INFLUENCED VARIOUS FIELDS, INCLUDING:

- **THERAPY:** HUMANISTIC APPROACHES FOCUS ON CLIENT-CENTERED THERAPY, WHERE THERAPISTS PROVIDE A SUPPORTIVE ENVIRONMENT THAT ENCOURAGES SELF-EXPLORATION AND GROWTH.
- **EDUCATION:** THIS APPROACH PROMOTES HOLISTIC EDUCATION THAT NURTURES CREATIVITY, AUTONOMY, AND EMOTIONAL INTELLIGENCE IN STUDENTS.
- **BUSINESS:** HUMANISTIC PRINCIPLES ARE APPLIED IN ORGANIZATIONAL SETTINGS, FOSTERING A CULTURE OF COLLABORATION, EMPATHY, AND PERSONAL DEVELOPMENT.

DEVELOPMENTAL PSYCHOLOGY

DEVELOPMENTAL PSYCHOLOGY STUDIES THE PSYCHOLOGICAL GROWTH AND CHANGES THAT OCCUR THROUGHOUT A PERSON'S LIFESPAN. PIONEERS LIKE ERIK ERIKSON AND JEAN PIAGET CONTRIBUTED TO OUR UNDERSTANDING OF HOW INDIVIDUALS DEVELOP COGNITIVELY, EMOTIONALLY, AND SOCIALLY AT DIFFERENT STAGES OF LIFE.

STAGES OF DEVELOPMENT

DEVELOPMENTAL PSYCHOLOGY IDENTIFIES SEVERAL KEY STAGES THAT INDIVIDUALS PASS THROUGH, EACH CHARACTERIZED BY UNIQUE CHALLENGES AND GROWTH OPPORTUNITIES:

- **COGNITIVE DEVELOPMENT:** PIAGET'S THEORY OUTLINES STAGES FROM SENSORIMOTOR TO FORMAL OPERATIONAL, ILLUSTRATING HOW CHILDREN'S THINKING EVOLVES.
- **PSYCHOSOCIAL DEVELOPMENT:** ERIKSON'S EIGHT STAGES OF PSYCHOSOCIAL DEVELOPMENT EMPHASIZE THE IMPACT OF SOCIAL RELATIONSHIPS ON PERSONAL GROWTH, FROM TRUST VS. MISTRUST IN INFANCY TO INTEGRITY VS. DESPAIR IN OLD AGE.
- **EMOTIONAL DEVELOPMENT:** UNDERSTANDING HOW EMOTIONS DEVELOP AND INFLUENCE BEHAVIOR IS CRUCIAL IN DEVELOPMENTAL PSYCHOLOGY, PARTICULARLY DURING FORMATIVE YEARS.

IMPACT OF DEVELOPMENTAL PSYCHOLOGY

DEVELOPMENTAL PSYCHOLOGY HAS SIGNIFICANT IMPLICATIONS ACROSS VARIOUS FIELDS:

- **EDUCATION:** INSIGHTS INTO COGNITIVE AND SOCIAL DEVELOPMENT INFORM TEACHING STRATEGIES THAT CATER TO STUDENTS' DEVELOPMENTAL STAGES.
- **PARENTING:** UNDERSTANDING DEVELOPMENTAL MILESTONES HELPS PARENTS FOSTER HEALTHY EMOTIONAL AND SOCIAL GROWTH IN THEIR CHILDREN.
- **PUBLIC POLICY:** DEVELOPMENTAL PSYCHOLOGY INFORMS POLICIES RELATED TO EDUCATION, CHILD WELFARE, AND AGING,

ENSURING THEY ADDRESS THE NEEDS OF DIFFERENT AGE GROUPS.

SOCIAL PSYCHOLOGY

SOCIAL PSYCHOLOGY EXAMINES HOW INDIVIDUALS' THOUGHTS, FEELINGS, AND BEHAVIORS ARE INFLUENCED BY THE PRESENCE OF OTHERS. THIS FIELD EXPLORES VARIOUS CONCEPTS, INCLUDING GROUP DYNAMICS, SOCIAL PERCEPTION, AND INTERPERSONAL RELATIONSHIPS, SHEDDING LIGHT ON HOW SOCIETAL FACTORS SHAPE INDIVIDUAL BEHAVIOR.

KEY CONCEPTS IN SOCIAL PSYCHOLOGY

SEVERAL KEY CONCEPTS DEFINE SOCIAL PSYCHOLOGY:

- **SOCIAL INFLUENCE:** THIS CONCEPT EXPLORES HOW INDIVIDUALS ARE AFFECTED BY THE ATTITUDES, BELIEFS, AND BEHAVIORS OF OTHERS, INCLUDING CONFORMITY AND OBEDIENCE.
- **GROUP DYNAMICS:** SOCIAL PSYCHOLOGISTS STUDY HOW GROUP MEMBERSHIP AFFECTS INDIVIDUAL BEHAVIOR, INCLUDING PHENOMENA LIKE GROUPTHINK AND SOCIAL LOAFING.
- **ATTRIBUTION THEORY:** THIS THEORY INVESTIGATES HOW PEOPLE EXPLAIN THE CAUSES OF BEHAVIOR, DISTINGUISHING BETWEEN INTERNAL AND EXTERNAL ATTRIBUTIONS.

APPLICATIONS OF SOCIAL PSYCHOLOGY

SOCIAL PSYCHOLOGY HAS A WIDE RANGE OF APPLICATIONS IN REAL-WORLD SCENARIOS:

- **MARKETING:** UNDERSTANDING SOCIAL INFLUENCE AND GROUP DYNAMICS HELPS MARKETERS CRAFT EFFECTIVE CAMPAIGNS THAT RESONATE WITH CONSUMERS.
- **CONFLICT RESOLUTION:** INSIGHTS FROM SOCIAL PSYCHOLOGY CAN AID IN RESOLVING INTERPERSONAL AND GROUP CONFLICTS BY PROMOTING UNDERSTANDING AND EMPATHY.
- **PUBLIC POLICY:** SOCIAL PSYCHOLOGICAL PRINCIPLES INFORM POLICIES AIMED AT CHANGING BEHAVIORS, SUCH AS PROMOTING HEALTH INITIATIVES AND ENVIRONMENTAL SUSTAINABILITY.

CONCLUSION

IN SUMMARY, THE EXPLORATION OF IMPORTANT THEORIES IN PSYCHOLOGY REVEALS A RICH TAPESTRY OF IDEAS THAT HAVE SHAPED OUR UNDERSTANDING OF HUMAN BEHAVIOR AND MENTAL PROCESSES. FROM BEHAVIORISM'S FOCUS ON OBSERVABLE ACTIONS TO COGNITIVE PSYCHOLOGY'S EMPHASIS ON INTERNAL THOUGHT PROCESSES, EACH THEORY PROVIDES VALUABLE INSIGHTS INTO THE COMPLEXITIES OF THE HUMAN MIND. PSYCHOANALYSIS, HUMANISTIC PSYCHOLOGY, DEVELOPMENTAL PSYCHOLOGY, AND SOCIAL PSYCHOLOGY FURTHER ENRICH THIS UNDERSTANDING, OFFERING PERSPECTIVES THAT ARE APPLICABLE IN VARIOUS FIELDS, INCLUDING THERAPY, EDUCATION, AND PERSONAL DEVELOPMENT. BY STUDYING THESE THEORIES, WE CAN GAIN A DEEPER APPRECIATION FOR THE FACTORS THAT INFLUENCE OUR BEHAVIOR AND THE CONTINUOUS EVOLUTION OF PSYCHOLOGICAL THOUGHT.

Q: WHAT ARE THE MAJOR THEORIES IN PSYCHOLOGY?

A: MAJOR THEORIES IN PSYCHOLOGY INCLUDE BEHAVIORISM, COGNITIVE PSYCHOLOGY, PSYCHOANALYSIS, HUMANISTIC PSYCHOLOGY, DEVELOPMENTAL PSYCHOLOGY, AND SOCIAL PSYCHOLOGY. EACH OF THESE THEORIES OFFERS UNIQUE INSIGHTS INTO UNDERSTANDING HUMAN BEHAVIOR AND MENTAL PROCESSES.

Q: HOW DOES BEHAVIORISM EXPLAIN LEARNING?

A: BEHAVIORISM EXPLAINS LEARNING AS A PROCESS SHAPED BY ENVIRONMENTAL STIMULI AND REINFORCEMENT. IT EMPHASIZES OBSERVABLE BEHAVIOR RATHER THAN INTERNAL MENTAL PROCESSES, SUGGESTING THAT ALL BEHAVIORS ARE LEARNED THROUGH INTERACTIONS WITH THE ENVIRONMENT.

Q: WHAT IS THE SIGNIFICANCE OF COGNITIVE PSYCHOLOGY?

A: COGNITIVE PSYCHOLOGY IS SIGNIFICANT BECAUSE IT FOCUSES ON INTERNAL MENTAL PROCESSES, SUCH AS THINKING, MEMORY, AND PROBLEM-SOLVING. IT HAS TRANSFORMED OUR UNDERSTANDING OF HOW PEOPLE PROCESS INFORMATION AND HAS LED TO EFFECTIVE THERAPEUTIC TECHNIQUES LIKE COGNITIVE-BEHAVIORAL THERAPY.

Q: HOW DOES PSYCHOANALYSIS DIFFER FROM OTHER PSYCHOLOGICAL THEORIES?

A: PSYCHOANALYSIS DIFFERS FROM OTHER THEORIES BY EMPHASIZING THE ROLE OF THE UNCONSCIOUS MIND, CHILDHOOD EXPERIENCES, AND INTERNAL CONFLICTS IN SHAPING BEHAVIOR. IT SEEKS TO UNCOVER THESE UNCONSCIOUS INFLUENCES THROUGH THERAPEUTIC TECHNIQUES LIKE FREE ASSOCIATION AND DREAM ANALYSIS.

Q: WHAT ROLE DOES HUMANISTIC PSYCHOLOGY PLAY IN THERAPY?

A: HUMANISTIC PSYCHOLOGY PLAYS A CRUCIAL ROLE IN THERAPY BY PROMOTING A CLIENT-CENTERED APPROACH THAT VALUES SELF-EXPLORATION, PERSONAL GROWTH, AND UNCONDITIONAL POSITIVE REGARD. THIS APPROACH FOSTERS A SUPPORTIVE ENVIRONMENT THAT ENCOURAGES INDIVIDUALS TO REALIZE THEIR POTENTIAL.

Q: WHY IS DEVELOPMENTAL PSYCHOLOGY IMPORTANT?

A: DEVELOPMENTAL PSYCHOLOGY IS IMPORTANT BECAUSE IT STUDIES THE PSYCHOLOGICAL GROWTH AND CHANGES INDIVIDUALS EXPERIENCE THROUGHOUT THEIR LIFESPAN. IT INFORMS EDUCATION, PARENTING, AND PUBLIC POLICY BY HIGHLIGHTING DEVELOPMENTAL MILESTONES AND THE IMPACT OF EARLY EXPERIENCES ON LATER BEHAVIOR.

Q: HOW DO SOCIAL PSYCHOLOGY CONCEPTS APPLY TO EVERYDAY LIFE?

A: SOCIAL PSYCHOLOGY CONCEPTS APPLY TO EVERYDAY LIFE BY HELPING US UNDERSTAND HOW OUR THOUGHTS AND BEHAVIORS ARE INFLUENCED BY SOCIAL INTERACTIONS. INSIGHTS FROM THIS FIELD CAN BE USED IN MARKETING, CONFLICT RESOLUTION, AND PROMOTING POSITIVE SOCIAL CHANGE.

Q: WHAT ARE SOME CRITICISMS OF BEHAVIORISM?

A: CRITICISMS OF BEHAVIORISM INCLUDE ITS NEGLECT OF INTERNAL MENTAL PROCESSES, OVERSIMPLIFICATION OF COMPLEX BEHAVIORS, AND LACK OF FOCUS ON EMOTIONAL AND COGNITIVE ASPECTS OF LEARNING AND DEVELOPMENT.

Q: HOW HAS COGNITIVE PSYCHOLOGY IMPACTED EDUCATION?

A: COGNITIVE PSYCHOLOGY HAS IMPACTED EDUCATION BY EMPHASIZING THE IMPORTANCE OF UNDERSTANDING HOW STUDENTS THINK AND LEARN, LEADING TO MORE EFFECTIVE TEACHING STRATEGIES THAT ENCOURAGE ACTIVE LEARNING AND CRITICAL THINKING SKILLS.

Q: CAN YOU EXPLAIN MASLOW'S HIERARCHY OF NEEDS?

A: MASLOW'S HIERARCHY OF NEEDS IS A THEORY IN HUMANISTIC PSYCHOLOGY THAT OUTLINES A FIVE-TIER MODEL OF HUMAN NEEDS, RANGING FROM BASIC PHYSIOLOGICAL NEEDS TO SELF-ACTUALIZATION. IT SUGGESTS THAT INDIVIDUALS MUST SATISFY LOWER-LEVEL NEEDS BEFORE THEY CAN PURSUE HIGHER-LEVEL NEEDS, SUCH AS BELONGING, ESTEEM, AND PERSONAL GROWTH.

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